

Our Vision

To ensure that fundraising is viewed as a credible and respected profession for civic betterment throughout the world.

2017-2020 Strategic Plan Priorities

AFP-Québec Chapter has established the following four priorities for this period. Action plans have been developed for each, including measurable, time-bound objectives.

Membership Priority #1

Reinforce and grow AFP-Québec Chapter's membership base through recruitment, engagement, recognition and retention, with a focus on diversity, and by instilling a sense of pride in the profession.

Training Priority #2

Provide relevant training opportunities to develop knowledge, promote best practices and contribute to members' career advancement.

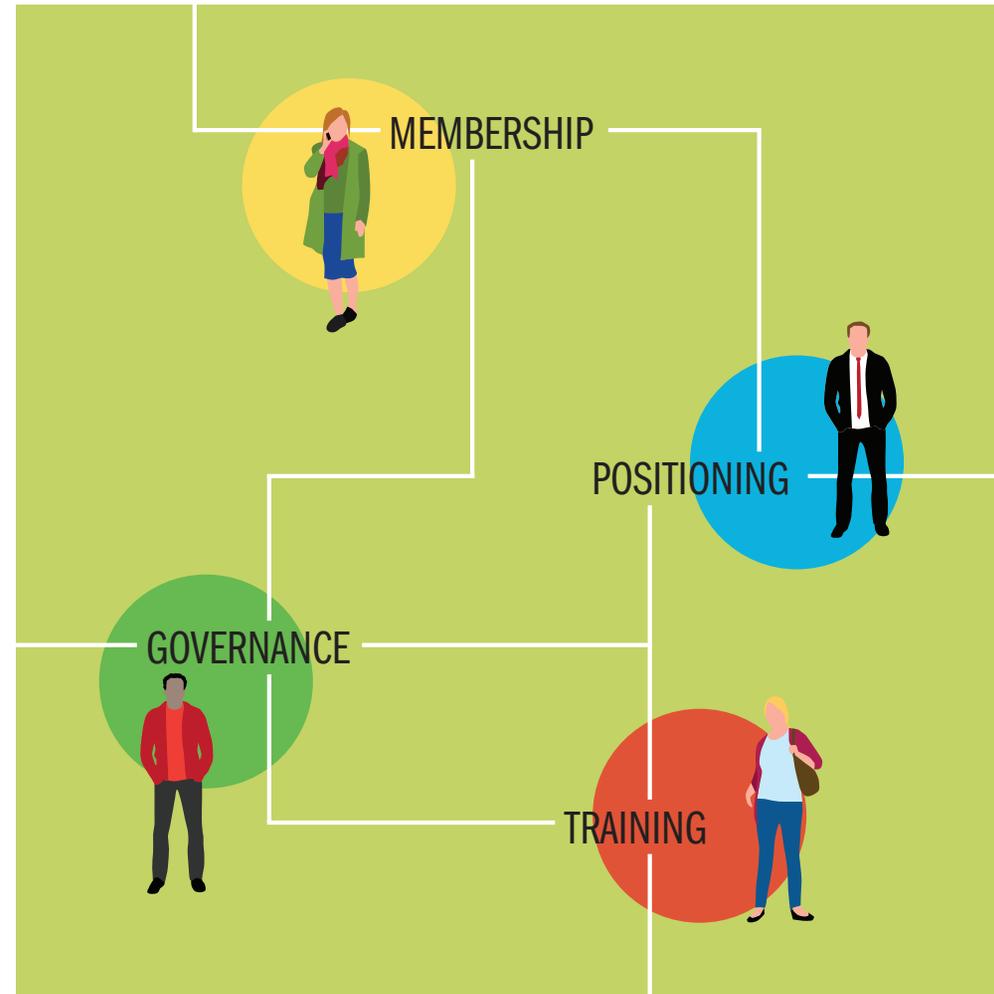
Positioning Priority #3

Position AFP-Québec Chapter as Québec's leading authority in matters of philanthropy, best practices and ethics related to this sector and ensure the ongoing growth of the Chapter's visibility and scope in order to increase overall awareness of the profession and cultivate a sense of belonging among fundraising professionals.

Governance Priority #4

Ensure that AFP-Québec Chapter is efficiently operated and possesses the structure, policies and resources – human, financial and material – necessary to ensure its sound management, its success and the achievement of the objectives set forth in the Strategic Plan.

2017-2020 STRATEGIC PLAN



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Chair's Message

The 2017–2020 Strategic Plan is the culmination of a planning process that began with a work session between our Board and Lori Gusdorf, CAE, VP, Membership and Chapter Services, AFP International, and was completed by a Board-appointed committee made up of Board directors Yannick Brouillette, Deanna Drendel, Matias Duque CFRE, Michel Poulin, and myself.

Our reflection took into account public policy, major trends in philanthropy, actions taken by similar associations, as well as our organizational capacity to implement the Plan.

This Plan reaffirms, to both current and future members, our Board's and our Chapter's commitment to fulfilling our mission.

It is the Chapter's president-elect who is responsible for reviewing the Plan on an annual basis and ensuring its implementation.

We are pleased to share with you here a summary of the Plan.

We hope that Chapter members will embrace what we have intended to be an inspirational, inclusive vision which will guide innovative action over the next years – action that will benefit our association, our profession and our industry. Many thanks to all those who played a role in the planning process and to those who will give it life.

Nicole Beaulieu

Chair, Board of Directors, AFP–Québec Chapter
Director, Corporate Partnerships Québec, Heart and Stroke Foundation of Canada



Our Core Values

- Ethics, integrity and transparency
- Trust and credibility
- Rigour and professionalism
- Excellence and innovation
- Diversity



Our Mission

AFP International

AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

AFP–Québec Chapter

Our goal is to foster the development and growth of fundraising professionals committed to preserving and enhancing philanthropy. We do this by...

- Promoting and upholding a code of ethics and high standards for professional practices
- Providing training and development opportunities for fundraising professionals by offering a scholarship program and providing a valid, reliable certification program
- Implementing policies and programs that foster cultural and social diversity in our membership and leadership
- Promoting public understanding of philanthropy and philanthropic fundraising by hosting a National Philanthropy Day event
- Conducting activities that maintain and develop legislation favourable to philanthropy
- Collecting, researching and publishing technical, historical and managerial information on philanthropy and philanthropic fundraising
- Fostering international cooperation, knowledge exchange and education among fundraising professionals worldwide